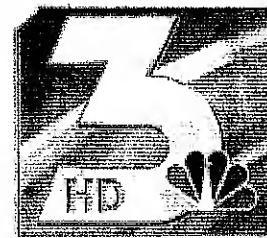


ORDER



KSNV

Orders	Order / Rev:	<u>106970</u>	Primary AE:	Amy McCreary
	Alt Order #:	<u>06855644</u>	Sales Office:	BLPHI
	Product Desc:	<u>BERKLEY FOR SENATE</u>	Sales Region:	National
	Estimate:	<u>30S</u>		
	Flight Dates:	<u>09/25/12 - 10/01/12</u>		
	Original Date / Rev:	<u>09/24/12 / 10/23/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>Shorr Johnson Magnus</u>	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		<u>1831 Chestnut St.</u>	Agency Commission:	<u>15%</u>
		<u>Philadelphia, PA 19103</u>		
Advertiser	Name:	<u>Berkley Shelley for Senate</u> <i>Revised</i>	New Business Thru:	
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:05:00</u>
	Product Codes:	<u>PLC01</u>	Advertiser External ID:	
	Priority:	<u>SELECT PRIORITY CODE</u>	Agency External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500.00	\$36,975.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagners		430a-5a	-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00	

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 106970
Alt Order #: 06855644
Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNV

Order / Rev: 106970
Alt Order #: 06855644
Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 106970
Alt Order #: 06855644
Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 106970
Alt Order #: 06855644
Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										
Week: 09/24/12	09/30/12	-----SS	2	\$1,100.00	0.00										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/24/12-09/30/12	Sa-Su News 3 at Eleven	11pm-1135pm		-----Sasu	:30	(\$1,100.00)	0.00	NM					
Credited [CREDIT - \$\$ RESPENT ON 10/23 BUY]															
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM		1	\$325.00
News 3 Sunrise SUNDAY															
NEWS															
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										
Week: 09/24/12	09/30/12	-----S	1	\$325.00	0.00										
E 47	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
SUN TODAY															
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										
Week: 09/24/12	09/30/12	-----S	1	\$625.00	0.00										
												Totals	70	\$43,500.00	